

## College of Humanities

### Bachelor of Science in Communication with a Concentration in Marketing and Sales Communication

The Bachelor of Science in Communication (BS/COM) degree program is designed to develop knowledge and skills for effective communication. The program was created specifically to build upon personal and professional communication experiences. The BS/COM degree enhances the communication skills necessary for the development of professional competence and values; critical thinking and problem solving; information utilization; and collaboration.

The curriculum focuses on the development of core communication competencies. It emphasizes theory and application in the domains of interpersonal, small group, organizational, and mass communication. Specific areas of focus include business communication, diversity, intercultural communication, conflict resolution, legal and ethical issues, media and culture, and future trends in communication technology.

The concentration in Marketing and Sales Communications focuses on the science of humanistic interaction in marketing and sales. Emphasis is placed on understanding the psychology of behavior, and the impact that it has on marketing communication tools and strategies. The ethical responsibility associated with customer message management is also emphasized throughout the program.

These courses fulfill only part of the 120 minimum-credit requirement for degree completion.

Note: The diploma for the Bachelor of Science in Communication program will not reflect the concentration. Concentrations are reflected on the transcript only.

The U.S. Department of Education requires the University to provide the following information about each of our programs that lead to gainful employment in a recognized profession.

94% of students who completed this program during the most recent federal award year did so within normal time.<sup>1</sup>

#### Related occupations<sup>2</sup>

Copy Writers #27-3043.04

Public Relations Specialists #27-3031.00

#### Program costs<sup>3</sup>

**Tuition and fees** \$33,800 to \$74,575

Includes cost per credit, application fee, and fees for resources (books/eResources) for students completing the program in normal time.

#### Median graduate debt<sup>4</sup>

**Federal** \$31,558

**Private** \$0

**Institutional** \$0

<sup>1</sup> The on-time completion rate identifies the percentage of students completing this program during the most recent federal award year who completed it within "normal time." The term "normal time" means the length of time it would take a student to complete this program if the student is continuously enrolled, takes one course at a time, and successfully completes each attempted course. Students enrolled in this degree program are typically nontraditional students. Students may exceed "normal time" for a variety of reasons, including, but not limited to, internships, practicums, clinical rotations, student teaching or administrator experiences required for licensure.

<sup>2</sup> Graduates of this program will be educationally qualified to enter the occupations listed. Visit [onetonline.org](http://onetonline.org) for job descriptions.

<sup>3</sup> The range provided represents the sum of tuition and typical fees required to complete the program within normal time, based on the University's 2011/2012 tuition levels. The actual costs that will be incurred by a particular student to complete this program will depend upon factors specific to that student. Tuition rates for this program may vary due to factors such as: (i) geographic location of the student; (ii) modality of coursework; (iii) military service; and (iv) future changes in tuition rates. The number of credits required for a particular student to complete the program will be dependent upon various factors, including: (i) transfer credits available; (ii) repeated coursework; and (iii) completion of additional specializations within this program. Please contact an Enrollment Advisor for additional information.

<sup>4</sup> The figure represents the median amount of debt incurred by students who completed the program during the relevant federal award year. The actual amount of debt a particular student will incur to complete this program is dependent on various factors specific to the student. Please contact an Enrollment Advisor for additional information.

## Communication Foundation

### GEN 300\* Skills for Professional Development

This course examines the skills necessary for successful critical thinking, teamwork, research, and communication. The course is designed to aid adult learners in acquiring and improving the core competencies that are necessary at University of Phoenix. Students will examine their reasons for returning to school, and develop strategies for achieving educational goals in school, work, and personal settings. Students will also be introduced to the University Library and learn how to access its resources successfully. (3 credits)

\* For flexibility in scheduling, campuses are permitted to schedule GEN 200 to satisfy GEN 300 requirements.

### COM 100 Introduction to Communication

This course is an introduction to the field of communication with emphasis on the history of communication study, concepts important to all areas of communication, the contexts in which communication occurs, and the issues that must be faced by students of communication. The course serves as an introduction to the strands of communication: interpersonal, small groups and teams, mass communication, organizational, intercultural, and rhetoric. (3 credits) Prerequisite: GEN 300

### COM 200 Foundations of Interpersonal Communication

This course includes the application of communication principles, theory, and research to the process of interpersonal communication; it includes verbal, nonverbal, listening, conflict management, and communication skills most relevant to a broad range of interpersonal settings. (3 credits) Prerequisite: GEN 300

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## **COM 225 Foundations of Mass Communication**

This course is a survey of the basic theories on which our understanding of mass communication is based. Ethical and related problems of mass communication will be studied from contemporary and historical viewpoints, as well as a critical analysis of the performance of the mass media. (3 credits) Prerequisite: GEN 300

## **COM 310 Communication Theories and Practice**

This course explores the various theories of communication that create the foundation for study of communications in the bachelor's degree program at University of Phoenix. Major communication areas examined in this course include intrapersonal, interpersonal, group and teamwork, organizational, intercultural, and mass media. Each area, along with others, will be studied in greater depth in subsequent courses in the degree program. (3 credits) Prerequisites: COM 100 and COMM 215

## **COM 330 Small Groups and Team Communication**

This course explores the dynamics of group communication and effective team work. Both social and workplace scenarios will be examined. Analytical techniques will be included to provide effective strategies for communication in these contexts. (3 credits) Prerequisites: GEN 300 and COMM 215

## **COM 350 Organizational Communication**

This course examines various theoretical frameworks necessary for effective organizational communication. It analyzes the application of communication strategies within organizations in terms of their effectiveness. It provides the infrastructure necessary for the creation and maintenance of successful communication strategies in organizations. (3 credits) Prerequisite: COM 310

## **COM 360 Intercultural Communication**

The purpose of this course is to assist you in understanding and applying the principles of effective intercultural communication in a diverse society and in global commerce. Students will develop an understanding of why and of how cultural issues influence effective communication. This course introduces techniques for improving written, oral, and interpersonal communication skills in intercultural settings. (3 credits) Prerequisite: COM 310

## **Marketing and Sales Communication Concentration Courses**

### **COM 302 Marketing Communications**

This course provides students with the basic concepts and methods related to marketing communications, including communication theories and the communication mix. Emphasis is placed on the marketing mix variables of the product, place, price, and promotion, as well as marketing communication tools. (3 credits) Prerequisite: COM 310

### **PSY 322 Consumer Psychology and Research**

This course focuses on consumer behavior and marketing research. Topics include the cognitive processes underlying consumer choice, descriptive consumer characteristics, and environmental consumer behavior. Throughout the course, emphasis is placed on the implications of consumer behavior for domestic and global marketing communications. (3 credits)

### **COM 339 Advertising and the Media**

This course addresses the elements of advertising and the media. Topics include advertising concepts, selection of media, and the use of media and advertising as marketing communications tools. The course also emphasizes the ongoing convergence of media content and commercial messages and how it is redefining marketing communications. (3 credits)

### **COM 352 Public Relations and Message Management**

This course focuses on the role of public relations in marketing communications and how it can be used to attain organizational marketing and sales objectives. Topics covered in this course include media relations, relationship-building strategies, crisis communication, ethics, and the development of public relations messages. (3 credits)

### **COM 373 Sales Communications**

This course addresses the elements of sales communications. Topics include sales promotion, direct sales, personal selling, and customer relationship management as marketing communications tools. (3 credits)

### **COM 486 Marketing and Sales Message Management**

This course focuses on bridging the gap between sales and marketing communications through the use of customer message management. Topics covered in this course include creating a sense of value for customers, the development of marketing communications campaigns, the integration of the sales cycle and marketing communications, the use of a single voice to customers across all selling touch-points, and the ethical considerations associated with customer message management. (3 credits) Prerequisites: COM 310, COM 302, PSY 322, COM 339, COM 352, and COM 373

### **COM 400 Media and Society**

The development and evolution of contemporary society have become inextricably intertwined with the development and use of electronic media within the past 100 years. This course explores the complex interactions involving society, information, communication, and electronic media. Controversial topics that media have brought to the fore, and in some cases caused, will be highlighted. (3 credits) Prerequisite: COM 310

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## **COM 440 Communication Law**

This course focuses on the U.S. legal environment and its specific laws, court decisions, policies, and regulations that address the freedom and responsibilities that come with the First Amendment to the U.S. Constitution. The personal, commercial, and political exercise of free speech and its regulation will be analyzed in this course. (3 credits) Prerequisite: COM 310

## **COM 450 Ethics and Communication**

While ethical decision making permeates every facet of personal and professional life, this course focuses specifically upon ethical issues that are inherent in personal and public forms of communication. Special emphasis is placed on ethical issues in commercial communication. Ethical decision-making models will be discussed and applied to cases involving various contemporary and controversial communication topics. (3 credits) Prerequisite: COM 310

## **COM 470 Mediation and Conflict Resolution**

Communication is the foundation upon which mediation and other forms of alternative dispute resolution are based. This course starts with an examination of the theoretical basis for ADR in light of communication theory. Then it focuses upon the effective application of theory and practice to achieve meaningful results and to managing conflict in the future. (3 credits) Prerequisite: COM 310

## **COM 480 Communication Capstone Course**

This is the capstone course for students pursuing a bachelor of science in communication degree. The course provides students with the opportunity to integrate and apply learning from their professional programs of study in a comprehensive manner. Students will also assess the impact of their previous educational experiences on their ethical perspectives and critical thinking skills. Students will reflect on and evaluate their personal and professional growth in the study of communication, the benefits of lifelong learning, and the impact of these elements on their future. (3 credits) Prerequisite: All other courses